

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 704892
Alt Order #: 6266202
Product Desc: OELRICH 8/8 ONLY
Estimate:
Flight Dates: 08/08/12 - 08/08/12
Original Date / Rev: 08/07/12 / 08/07/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: SRH Media/ POL
Buying Contact:
Billing Contact:
 2204 Countryside Drive
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Oelrich, S/ R/ Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/08/12	1	\$825.00	\$701.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	1	\$825.00	\$701.25	0.00
Totals	1	\$825.00	\$701.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	43%	\$825.00
Market	100%	\$1,918.60

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	22%	\$422.09
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	7%	\$134.30
WTEV	28%	\$537.21

New

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/08/12	08/08/12	Olympic Late News	CM	Various	--W----	:30	1	\$825.00	P-1	0.00	NM	1	\$825.00
				Olympic Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--W----			1			\$825.00		0.00			
Totals														1	\$825.00